



THE CITY OF SAN DIEGO

**BOARD OF
LIBRARY COMMISSIONERS**

Mel Katz, Chair

Matthew Hervey
Susan Lew
Judy McCarty
MaryAnne Pinter
Natalie Rencher
Katie Sullivan

**MINUTES
BOARD OF LIBRARY COMMISSIONERS
SAN DIEGO PUBLIC LIBRARY
WEDNESDAY, OCTOBER 5, 2005**

ATTENDANCE

Commissioners:

Present: Matthew Hervey, Mel Katz, Judy McCarty, MaryAnne Pinter, Katie Sullivan

Absent: Susan Lew, Natalie Rencher

Staff: Ellie Oppenheim, Deputy City Manager; Anna Tatár, Library Director; Afshin Oskoui, Deputy Director; Meryl Balko, Deputy Director; Margaret Kazmer, Deputy Director; Jay Hill, Director of Development; Dianne Parham, Senior Management Analyst

Public: Vicky Church, Thomas Jamieson

CALL TO ORDER

Meeting was called to order at 9:00 a.m. in the Commission Room of the Central Library.

APPROVAL OF MINUTES

The September 2005 minutes were approved.

REQUESTS FOR CONTINUANCE

None.

NON-AGENDA PUBLIC COMMENT

None.

REPORT FROM THE FRIENDS OF THE LIBRARY: Vicky Church

Vicky Church was introduced as the new President of the Umbrella Friends of the Library. The annual meeting was held at the Mission Valley Branch Library. She referred to Tom Jamieson who talked about the passing of Francis Cook at age 87. Commissioner Katz asked Ms. Church about how many members belong to the umbrella group. She

responded that there were 4,000 to 5,000 members, with five branch Friends groups having their own separate non-profit umbrella organization. Ms. Church said that it is important to recognize the different groups and what responsibilities they have, and to support all of them.

SERRA SYSTEM ADVISORY BOARD: Tom Jamieson

There will be a Serra meeting next week and the week after, and he will have more to report at the November Commission meeting.

CHAIR'S UPDATE: Mel Katz

Commissioner Katz reported on the two events for the College-Rolando Branch opening. He was glad to see former Mayor Dick Murphy at both the Thursday and Friday events, and Toni Atkins was at the ribbon cutting on Friday.

Commissioner Katz stated that the fundraising for the Main Library depends on the construction costs estimate being prepared by Turner Construction. Commissioner Katz said that when Turner Construction provides the estimate, and donors are satisfied with the costs, it will go to City Council, and then there will be an additional three month process to lock in the costs.

DIRECTOR'S UPDATE: Anna Tatár

- Director Tatár mentioned the event held on October 4, 2005 where Keenan McCardel read to children at Rancho Bernardo Branch, which was arranged by the Development Office.
- Jay Hill provided a Development Office first quarter report. He talked about the success of the water bill and how the number of donors had increased. Commissioner Katz commented that the acquisition of givers is the most important goal of a direct mail piece. Mr. Hill said that the less expensive water bill gets the same results as other direct mail pieces and that they are planning on four water bill mailings next year. Ms. Balko added that the positive response to the mailings is helped by the fact that the library staff gives such excellent service – they are committed to giving the community what they need.

Mr. Hill reported that the Keenan McCardel reading was covered by the Union-Tribune and KUSI. The Rancho Bernardo staff did a display and fliers, which added to the success of the event.

Mr. Hill said that San Carlos Branch was receiving a \$150,000 endowment, and that there was a commitment of a half million dollar endowment to the Carnegie Society. He also talked about publicizing library services to Hurricane Katrina survivors in future newsletters.

- Ms. Tatár announced that Citywide Customer Service Awards were given to four library employees: Jack Albrecht, Kim Gray, Joanne Gunderson, and Nancy McQuillan. These employees were selected from nominations submitted by their colleagues who described how each of these employees excelled in the performance of their responsibilities.
- Ms. Tatár reported that the Los Angeles Public Library had dropped out of a direct mail library consortium because of lack of response for the direct mail pieces. She felt encouraged by San Diego Public Library's success.
- Ms. Tatár thanked Commissioner Katz for reserving a library table for the November 9 National Philanthropy Day and the November 2 Copley YMCA events. Manpower of San Diego will be honored at the National Philanthropy Day as the Outstanding Philanthropic Corporation, and Judith Harris, who sits on the San Diego Library Foundation Board, will be honored as the Outstanding Development Volunteer. The Y's Civic Tribute is spotlighting Mel Katz and Phil Blair for their extraordinary contributions to the well being of our community.
- The San Diego Public Library will host a special exhibition in celebration of the 75th anniversary of Dashiell Hammett's novel The Maltese Falcon from October 3-16 that will include rare and never-before-displayed items lent to the library by Julie Rivett, Hammett's granddaughter. She will also be at the Central Library on Oct. 15 from 2:30-4:00 p.m. to discuss the book.
- Ms. Tatár thanked the Commissioners and the Friends of the Library for their efforts on behalf of the College-Rolando Branch Library. She said over one thousand books were checked out on the Friday opening.
- Ms. Tatár recognized Vera Miller and Library staff for their work on the September 25th exhibition of miniature books that was the focus of the fifth annual Friends of the Central Library Exhibit/Reception, benefiting programs and collections at the Central Library. The event, attended by forty-fifty people, was held in the Wangenheim Room.
- The \$144,000 Gates Grant will be deposited into matching equipment funds, and the City match can be used to help fund a new automated circulation system.
- Ms. Tatár talked about a new book about Clara Breed, who was the Children's Librarian at the San Diego Public Library from 1929 to 1945, and later Library Director. During World War II, Miss Breed gave postcards to Japanese-American children interned in camps and encouraged them to write her. She also gave them books, jackets and other items, and the children corresponded with her. Miss Breed held on to the letters and in the early 1990s Miss Breed asked one of her former correspondents, Elizabeth Yamada, if she would be interested in receiving the collection of letters as well as the journals, notebooks and manuscript copies of articles she had written about the children in camp. In 1993, Elizabeth Yamada donated them to the Japanese American National Museum, where they came to the

attention of author Joanne Oppenheim who has compiled the letters into a book which will be released in February. The San Diego Public Library will be holding an event next February.

- Ms. Tatár discussed the exhibit and film about the World War II Warsaw Uprising at the Central Library. The screening of the video, narrated by Walter Cronkite, was attended by sixty people. A professor from San Diego State also gave a lecture on the topic.

MANAGER'S UPDATE: Ellen Oppenheim

Ms. Oppenheim attended the College-Rolando Branch Library opening and was very impressed by it. She is having meetings with Ms. Tatár and Mr. Oskoui on capital projects. She will be attending her first Library Foundation meeting on October 5th.

AGENDA ITEMS

10.a Library System Update

Afshin Oskoui gave a report on the capital projects. North University Community has 25% of its construction completed. Otay Mesa will have construction completed by the end of the year, and have an opening at the beginning of 2006, depending on the weather. Serra Mesa has 50% of its construction completed, and Mission Hills and San Carlos are in the design phase.

The Skyline Community Planning Group continues to waiver on approving the design of their new library. City staff will set up a meeting with the Council Office to see how best to move forward on the design plans for this critically needed library.

Logan Heights site development will be going to Council at the end of October and be advertised at the end of the year.

Main Library construction costs are being finalized by Turner Construction. The bid opening to demolish the Police repair facility and clean the site will open on November 1st. It's a sixty day process.

A status report on all projects will be going to City Council which will detail the financing issues.

Commissioner Sullivan talked about sitting on the artist selection committee for Mission Hills along with Director Tatár. Discussion followed about the importance of having artists involved with the architectural design so that the design could be developed with the artist's input.

10.b Budget Update

Commissioner Katz asked Ms. Oppenheim about the budget. She said that while revenues are strong, there is a large amount of unfunded needs. There will be a requirement to conserve

expenses to the end of this fiscal year. Financial Management is trying to anticipate some of the budgetary needs because an April 15th deadline for the budget to go to City Council will mean that departments will be subject to quick turnarounds for information.

Commissioner Katz said that the new mayor will need to be reminded that the sentiment of the City Council is not to waive the Library Ordinance in the future. Ms. Oppenheim noted that it is important to be proactive in the budget process. Ms. Oppeneheim said that Financial Management is trying to anticipate key issues and preview them to the City Council in November. Commissioner McCarty suggested that they attend the budget forum and reaffirm support for the Library Ordinance.

Ms. Church reported that there will be a League of Women Voters forum on municipal bankruptcy at San Diego State University on October 11th, and it was important to bring information to such events.

10.e Legislative Update

Ms. Tatár indicated that another library construction bond act was going to be placed on the ballot in June.

OTHER BUSINESS

None.

ADJOURNMENT

Commissioner Katz adjourned the meeting at 10:15 a.m.

ANNA TATÁR
Library Director

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